

Marlboro Mediums Study

Outline of Study/Presentation (basic)

- Overview of Situation & Trends
- Key Take-aways
- Hypotheses
- Next Steps

Overview of Situation/Trends (more detail)

Business Performance

- Performance of Marlboro Mediums ("MM") over time and by geography (Region, Section) and trade class
- MM performance compared to other Marlboro packings over time and by geography (Region, Section) and trade class
- Data on MM re out-switching, in-switching, alternate volume in flow and alternate volume out-flow (if available)
- Impact of promotions on performance of MM
- Distribution-related issues (e.g., sell-in at retail, shipments)

Competition

- Identify potential competitors
- Overview of competitive activity (e.g., promotional activity, new product launches)
- Assess impact of competitive activity on competitor and MM market share

Demographic Composition of MM smokers

- Age, gender, etc.

Psychographic Factors

- Awareness
- Perceptions of MM
- Factors effecting purchasing behavior

Sources:

- Syndicated data
- MSA (?)
- STARS (?)
- Brand Analyst/Data Net
- Prior research (Natalie Ellis' group, Consumer Tracking) (I don't think much research has been done to date on MM)
- Primary Consumer Research (e.g., surveys, one-on-one) (see attached for ideas/direction)
- Field research (?) (e.g., market checks, interviews w/ FSF)

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